



U.S. Army 2005 MWR Leisure Needs Survey Results

**Forts Myer/McNair
Virginia**

BRIEFING OUTLINE

Forts Myer/McNair

▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

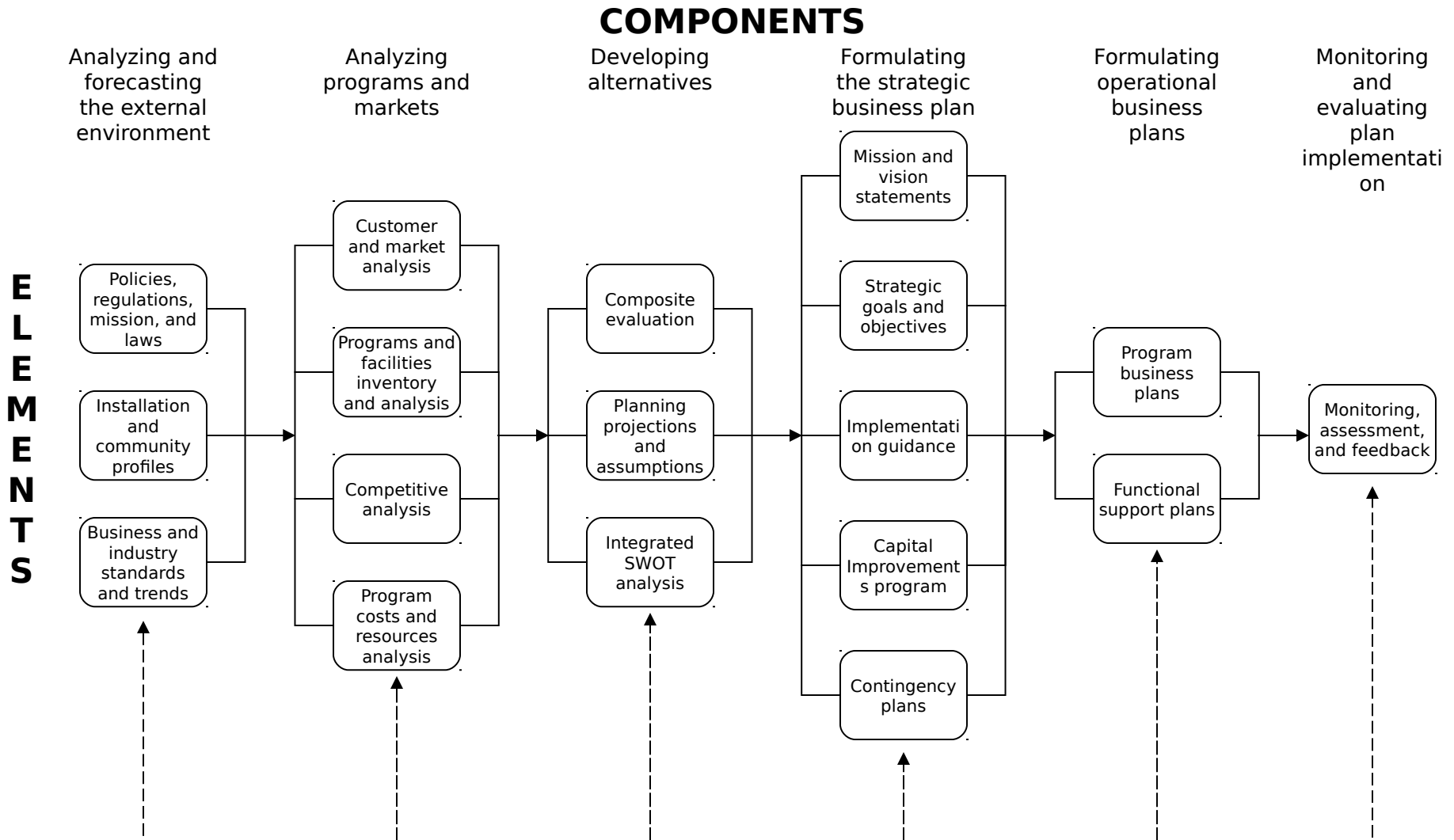
- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

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MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

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▮ **PROJECT SCOPE**

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to 4 patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 4,227 surveys were distributed at Forts Myer/McNair



▮ **SURVEY ADMINISTRATION**

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

METHODOLOGY

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▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

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□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Forts Myer/McNair:					
Active Duty	2,422	1,108	121	10.92%	±8.68%
Spouses of Active Duty	284	1,411	212	15.02%	±3.39%
Civilian Employees	2,320	552	162	29.35%	±7.43%
Retirees	5,033	1,156	276	23.88%	±5.73%
Total	10,059	4,227	771	18.24%	±3.39%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

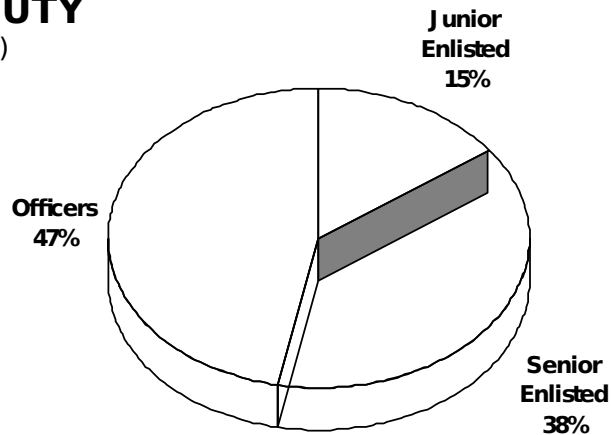
PATRON SAMPLE*

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RESPONDENT POPULATION SEGMENTS

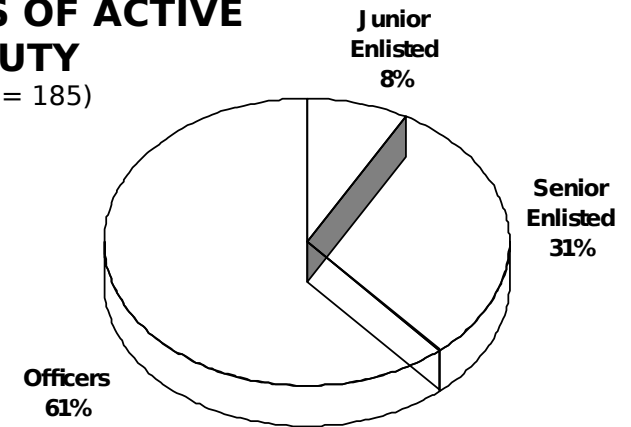
ACTIVE DUTY

(n = 115)



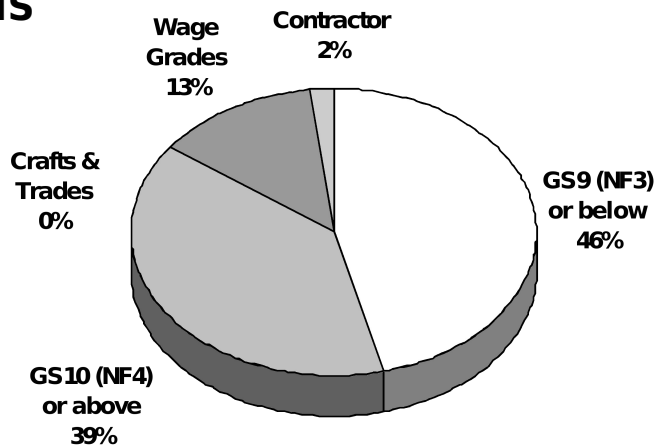
SPOUSES OF ACTIVE DUTY

(n = 185)



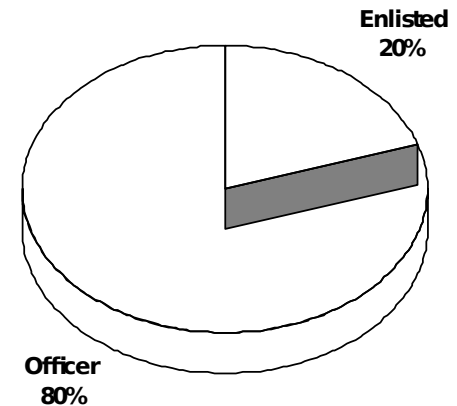
CIVILIANS

(n = 149)



RETIREES

(n = 224)



*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

PRODUCTS

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▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT FORTS MYER/McNAIR

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MOST FREQUENTLY USED FACILITIES

Bowling Food & Beverage	26%
Library	24%
Recreation/Community Activity Ctr.	24%
ITR – Commercial Travel Agency	20%
Bowling Center	20%

LEAST FREQUENTLY USED FACILITIES

School Age Services	3%
BOSS	3%
Youth Center	4%
Child Development Center	6%
Outdoor Recreation Center	7%

MWR PROGRAMS & FACILITIES: SATISFACTION AT FORTS MYER/McNAIR*

Forts Myer/McNair

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

Library	4.53
ITR - Commercial Travel Agency	4.44
Bowling Center	4.32
Arts & Crafts Center	4.18
Outdoor Recreation Center	4.15

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Car Wash	3.69
Multipurpose Sports/Tennis Courts	3.79
Athletic Fields	3.94
Post Picnic Area	3.96
School Age Services	4.02

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT FORTS MYER/McNAIR*

Forts Myer/McNair

FACILITIES WITH HIGHEST QUALITY RATINGS*

Library	4.39
ITR - Commercial Travel Agency	4.16
Bowling Center	4.13
Arts & Crafts Center	4.04
Youth Center	4.01

FACILITIES WITH LOWEST QUALITY RATINGS*

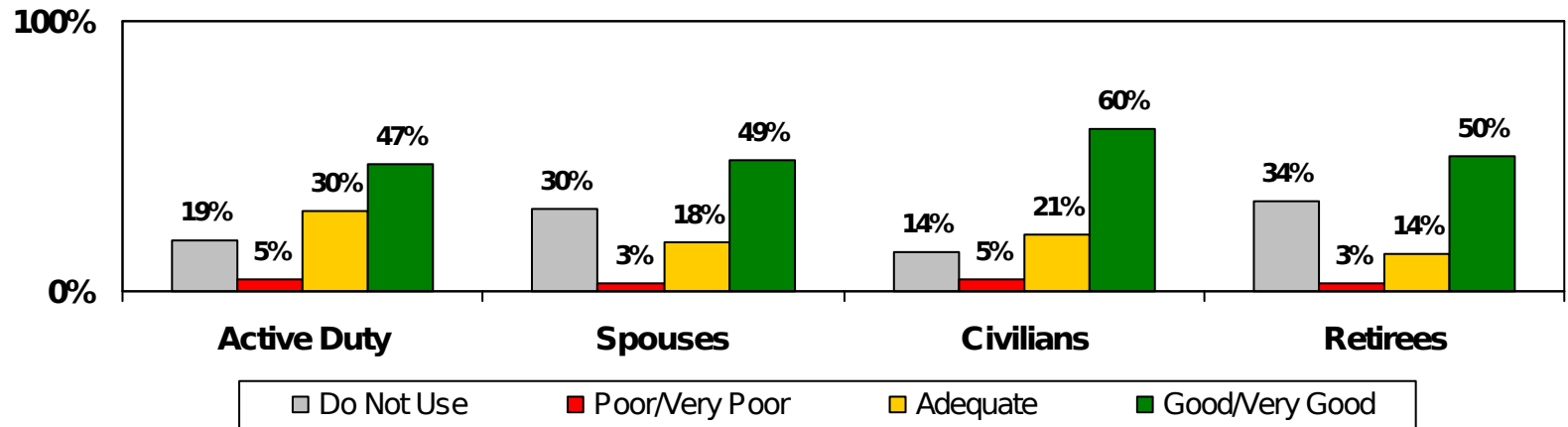
Car Wash	3.29
Post Picnic Area	3.75
Athletic Fields	3.79
BOSS	3.81
Automotive Skills	3.84

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

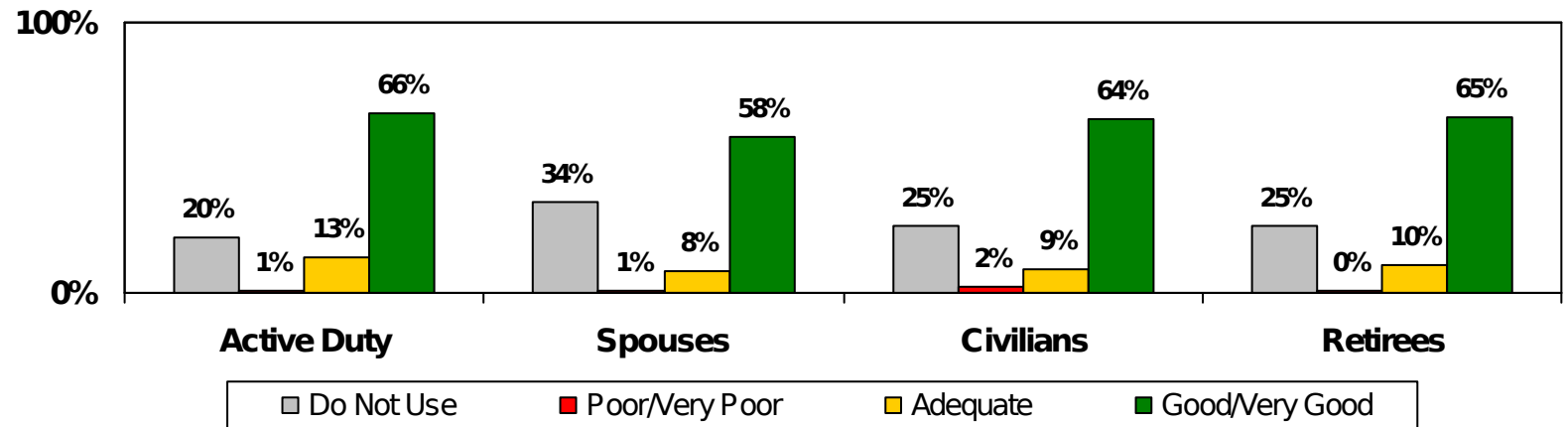
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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Quality of On-Post Services



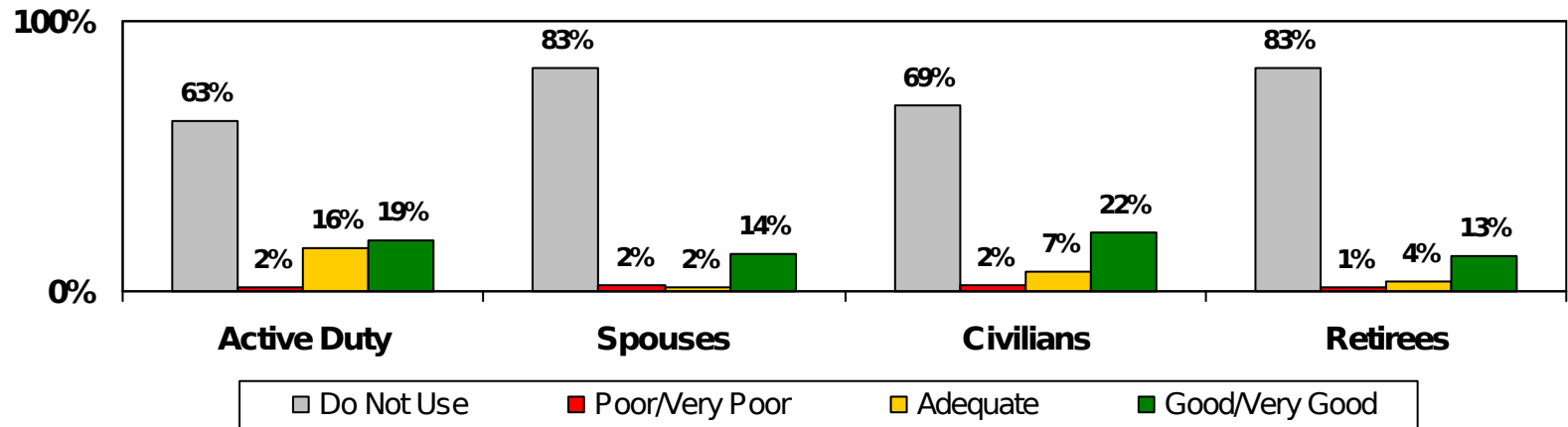
Quality of Off-Post Services



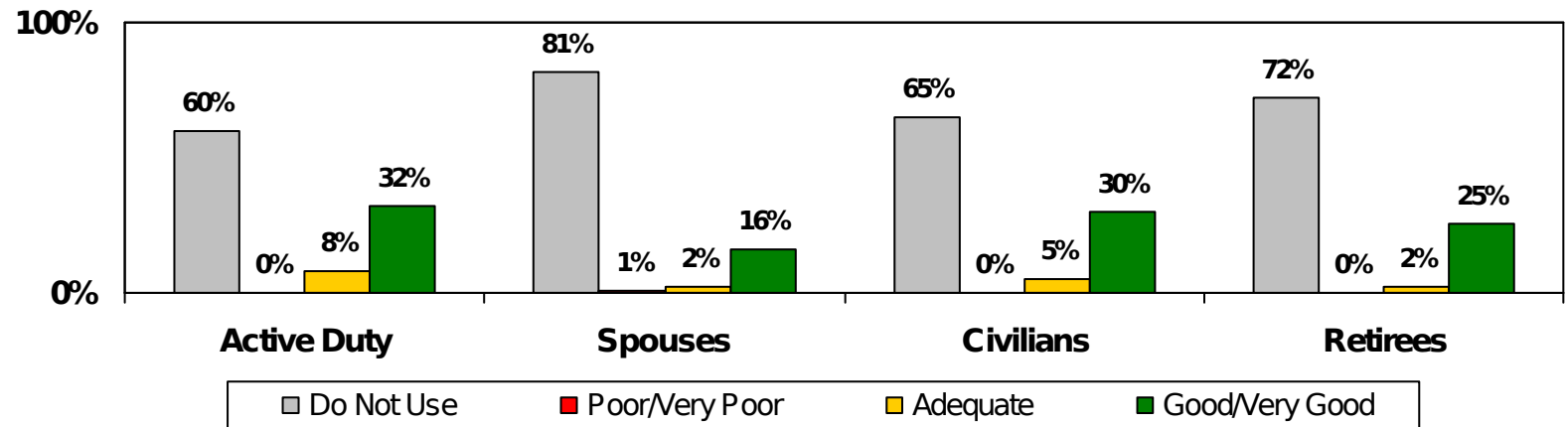
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Forts Myer/McNair

Quality of On-Post Services



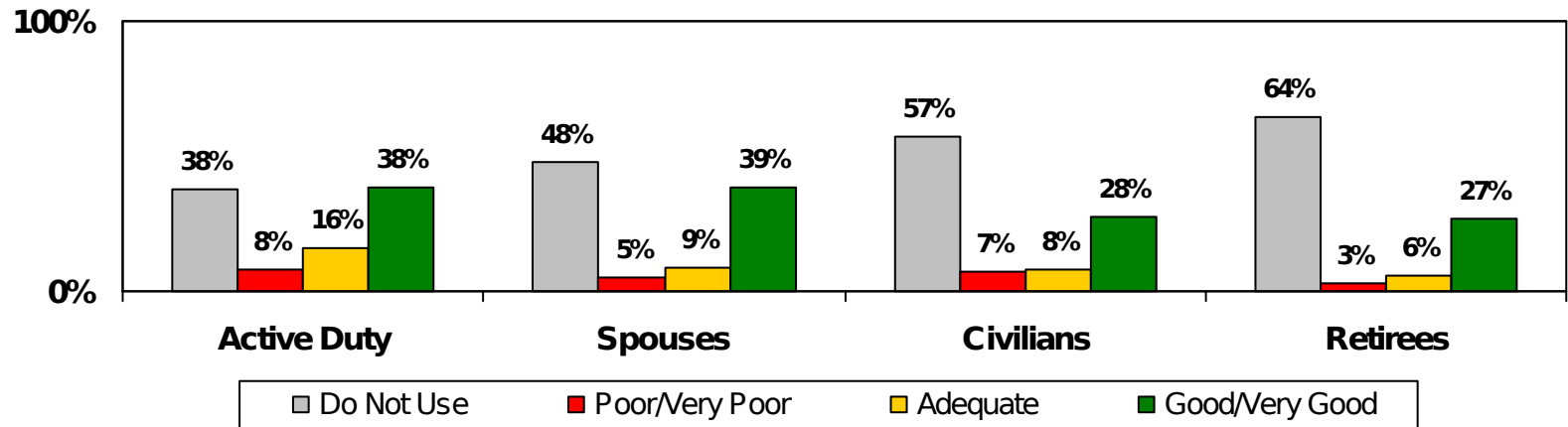
Quality of Off-Post Services



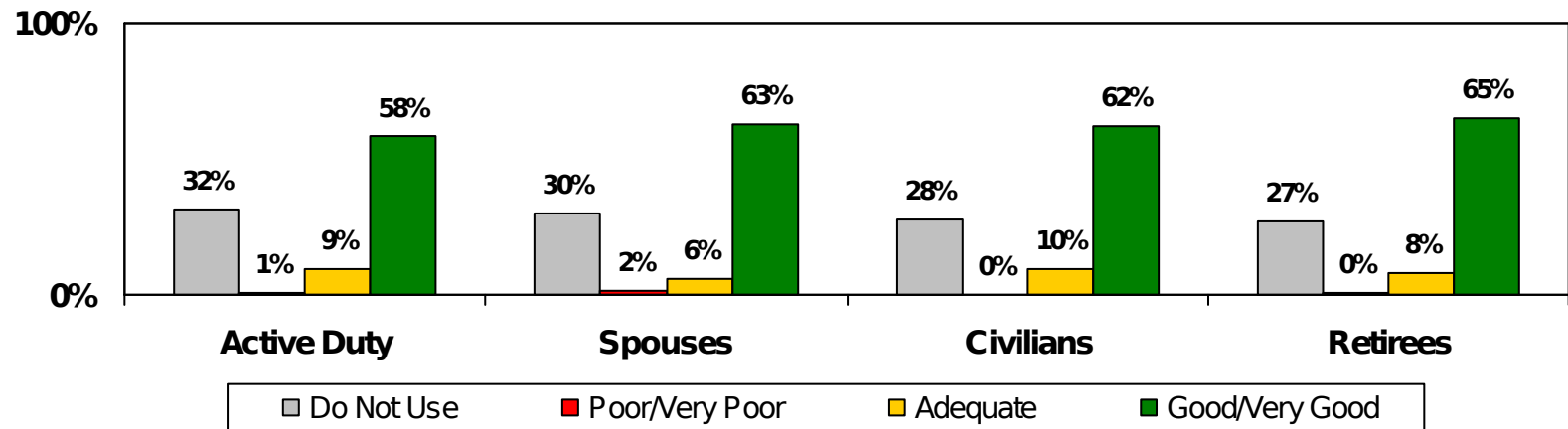
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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Quality of On-Post Services

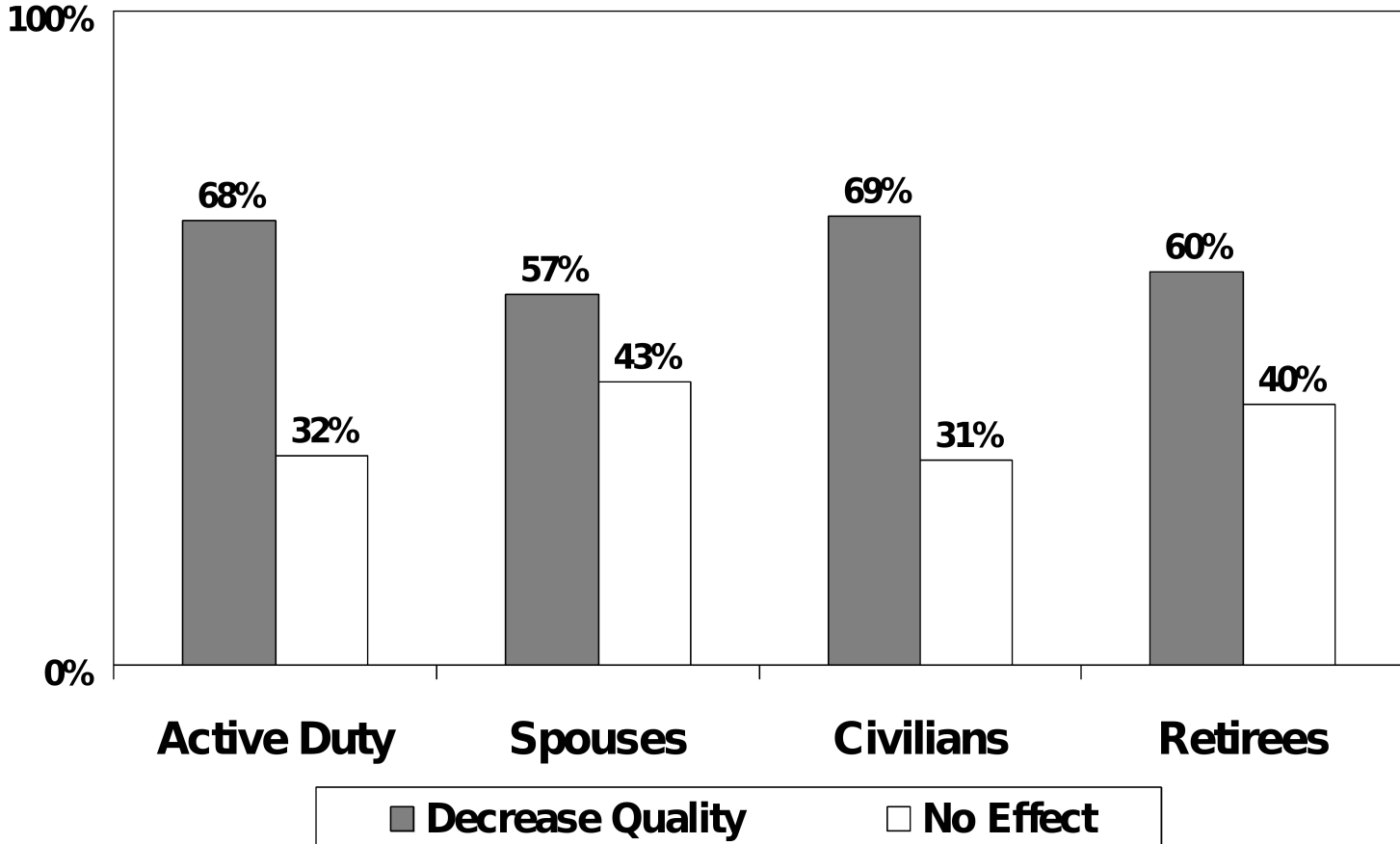


Quality of Off-Post Services



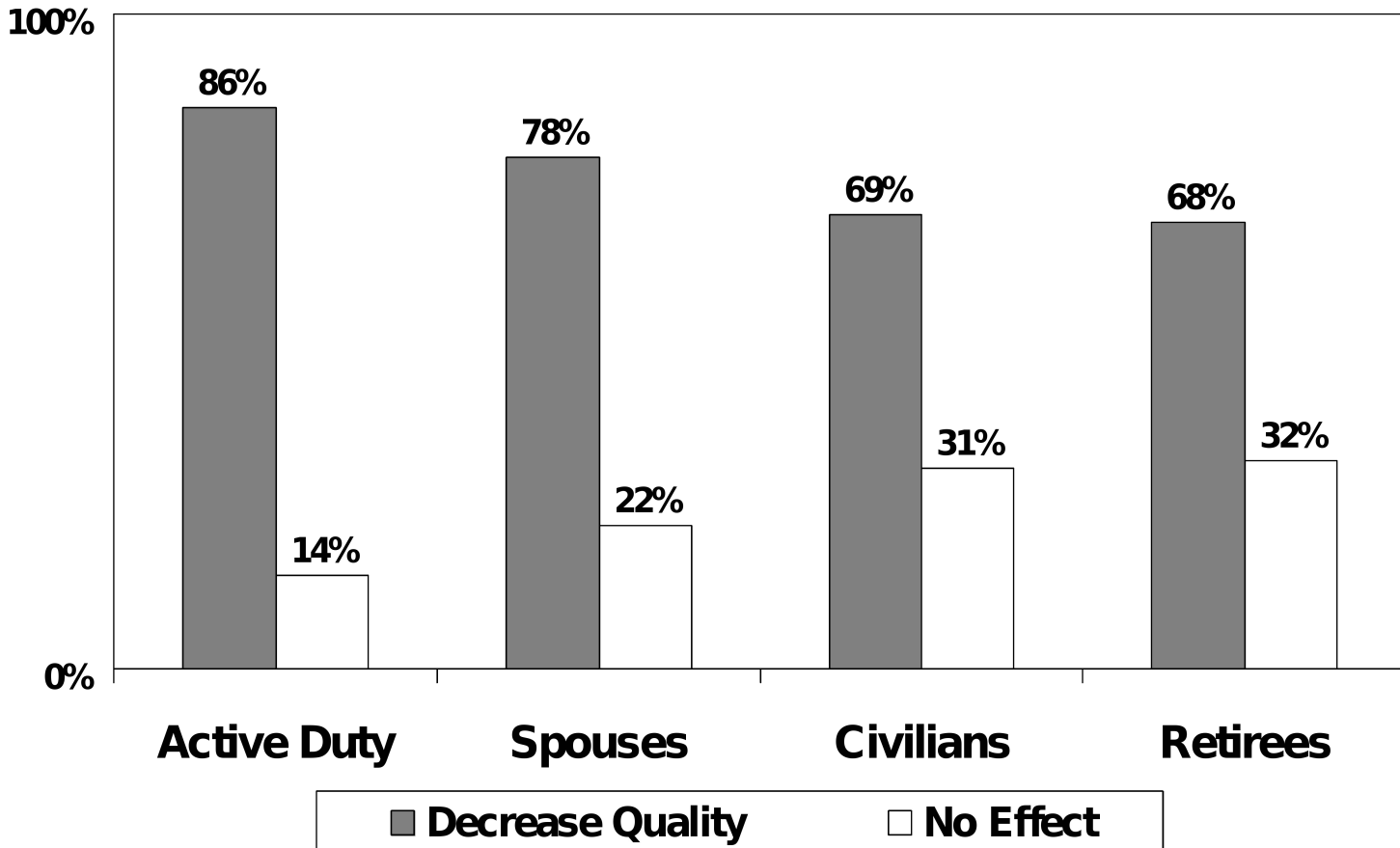
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	78%
Army Lodging	67%
Library	58%
Child Development Center	51%
Youth Center	42%
Swimming Pool	42%
Athletic Fields	42%

RV Park	78%
Cabins & Campgrounds	54%
Golf Course Pro Shop	52%
Bowling Pro Shop	52%
Car Wash	49%
Golf Course Food & Beverage	43%
Arts & Crafts Center	40%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

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WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREES	TOTAL
Internet	38%	14%	32%	13%	24%
E-mail	48%	18%	69%	17%	37%
Friends and neighbors	34%	36%	23%	23%	26%
Family Readiness Groups (FRGs)	5%	5%	2%	2%	3%
Bulletin boards on post	33%	24%	30%	18%	24%
Post newspaper	55%	55%	54%	44%	49%
MWR publications	43%	36%	48%	43%	44%
Radio	4%	1%	1%	1%	1%
Television	6%	4%	1%	0%	2%
My child(ren) let(s) me know	5%	7%	2%	0%	2%
Other unit members or co-workers	24%	7%	32%	7%	17%
Unit or post commander or supervisor	15%	3%	16%	2%	9%
Marquees/billboards	19%	17%	10%	8%	11%
Flyers	38%	38%	54%	31%	38%
Other	9%	11%	4%	15%	11%
I never hear anything	1%	16%	3%	13%	8%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

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MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	95%	88%
Better Opportunities for Single Soldiers	50%	N/A
Army Community Service	61%	67%
MWR Programs and Services	81%	90%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	52%	97%	3%
Outreach programs	39%	80%	20%
Family Readiness Groups	56%	87%	13%
Relocation Readiness Program	60%	94%	6%
Family Advocacy Program	58%	73%	27%
Crisis intervention	41%	85%	15%
Money management classes, budgeting assistance	56%	85%	15%
Financial counseling, including tax assistance	61%	90%	10%
Consumer information	29%	93%	7%
Employment Readiness Program	49%	90%	10%
Foster child care	20%	57%	43%
Exceptional Family Member Program	57%	86%	14%
Army Family Team Building	46%	88%	12%
Army Family Action Plan	41%	81%	19%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

Forts Myer/McNair

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	54%	94%	6%
Outreach programs	35%	79%	21%
Family Readiness Groups	57%	90%	10%
Relocation Readiness Program	69%	94%	6%
Family Advocacy Program	55%	86%	14%
Crisis intervention	39%	80%	20%
Money management classes, budgeting assistance	49%	83%	17%
Financial counseling, including tax assistance	59%	91%	9%
Consumer information	29%	56%	44%
Employment Readiness Program	53%	81%	19%
Foster child care	17%	50%	50%
Exceptional Family Member Program	59%	76%	24%
Army Family Team Building	53%	87%	13%
Army Family Action Plan	37%	80%	20%

* Percentage of Spouses of Active Duty Member users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	44%	46%
Personal job performance/readiness	49%	44%
Unit cohesion and teamwork	50%	41%
Unit readiness	54%	48%
Relationship with my spouse	35%	36%
Relationship with my children	42%	37%
My family's adjustment to Army life	38%	55%
Family preparedness for deployments	54%	49%
Ability to manage my finances	37%	32%
Feeling that I am part of the military community	56%	58%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	100%	86%
Helps minimize lost duty/work time due to lack of child care/youth services	100%	83%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	47%	65%
Allows me to work outside my home	86%	68%
Allows me to work at home	71%	53%
Offers me an employment opportunity within the CYS program	67%	50%
Allows me/my spouse to better concentrate on my/our job(s)	94%	68%
Provides positive growth and development opportunities for my children	89%	79%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	47%
Personal job performance/readiness	53%
Unit cohesion and teamwork	53%
Unit readiness	53%
Ability to manage my finances	50%
Feeling that I am part of the military community	47%
Relationship with my children (single parents)	50%
My family's adjustment to Army life (single parents)	50%
Family preparedness for deployments (single parents)	50%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	66%
Entertaining guests at home	63%
Internet access/applications (home)	60%
Going to movie theaters	58%
Walking	51%
Plays/shows/concerts	43%
Special family events	42%
Going to beaches/lakes	41%
Gardening	40%
Attending sports events	38%

Top 5 for Spouses of Active Duty

Entertaining guests at home	80%
Going to movie theaters	75%
Watching TV, videotapes, and DVDs	75%
Internet access/applications (home)	69%
Walking	66%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	55%
Entertaining guests at home	53%
Internet access/applications (home)	47%
Going to movie theaters	44%
Walking	43%

Top 5 for Active Duty

Internet access/applications (home)	65%
Entertaining guests at home	59%
Attending sports events	55%
Going to movie theaters	54%
Watching TV, videotapes, and DVDs	47%

Top 5 for Retirees

Watching TV, videotapes, and DVDs	77%
Entertaining guests at home	70%
Going to movie theaters	63%
Internet access/applications (home)	62%
Walking	60%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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Team Sports

Basketball	9%
Softball	7%
Self-directed sports tournaments	6%
Volleyball	5%
Soccer	4%

Outdoor Recreation

Going to beaches/lakes	41%
Picnicking	28%
Bicycle riding/mountain biking	25%
Fishing	18%
Camping/hiking/backpacking	17%

Social

Entertaining guests at home	63%
Special family events	42%
Happy hour/social hour	36%
Dancing	31%
Night clubs/lounges	29%

Sports and Fitness

Walking	51%
Cardiovascular equipment	33%
Weight/strength training	28%
Running/jogging	24%
Golf	23%

Entertainment

Watching TV, videotapes, and DVDs	66%
Going to movie theaters	58%
Plays/shows/concerts	43%
Attending sports events	38%
Live entertainment	35%

Special Interests

Internet access/applications (home)	60%
Gardening	40%
Digital photography	31%
Automotive detailing/washing	28%
Automotive maintenance & repair	25%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

Forts Myer/McNair

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	28%	N/A	28%
Reference/research services	26%	N/A	26%
Internet access (library)	25%	N/A	25%
Study/self development	21%	N/A	21%
Multi-media (videos, DVDs, CDs)	21%	N/A	21%
Cardiovascular equipment	13%	20%	33%
Golf	13%	10%	23%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

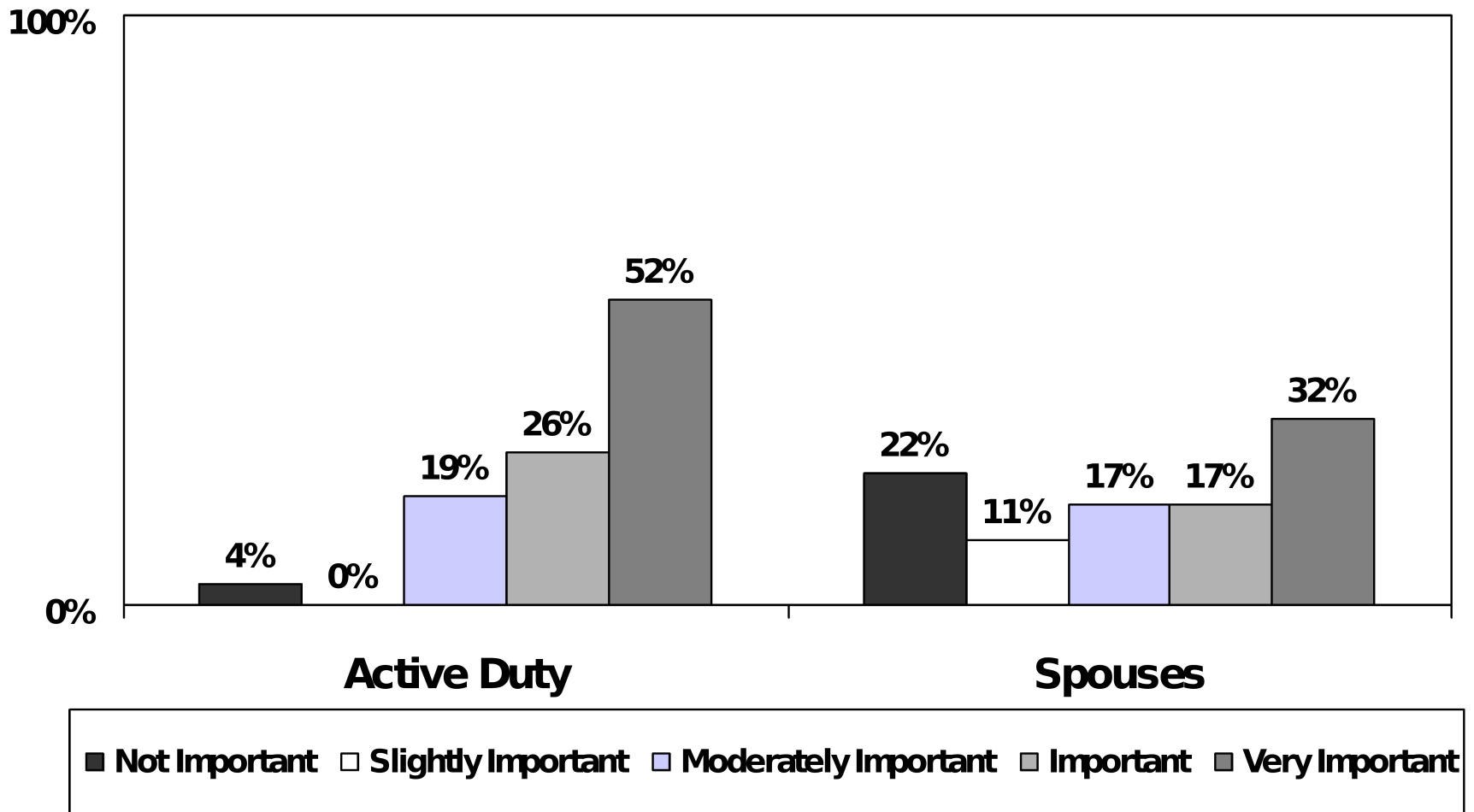
Forts Myer/McNair

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	6%	5%	49%	60%
Gardening	1%	2%	37%	40%
Digital photography	2%	7%	37%	40%
Automotive detailing/washing	5%	8%	16%	28%
Automotive maintenance & repair	7%	7%	10%	25%
Trips/touring	2%	21%	0%	22%
Computer games	1%	1%	17%	19%

*Top 7 special interest activity preferences ranked by overall participation.

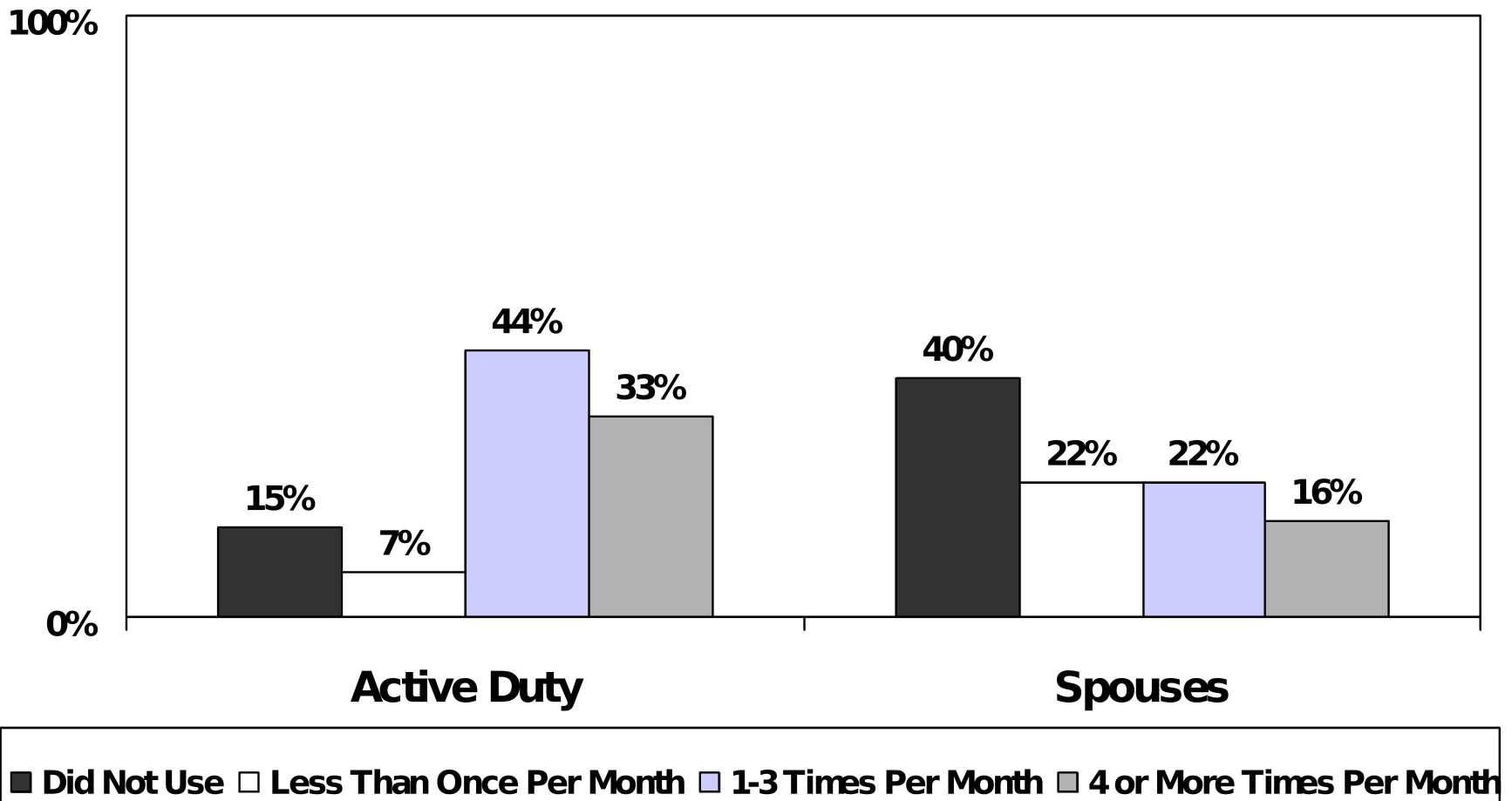
DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

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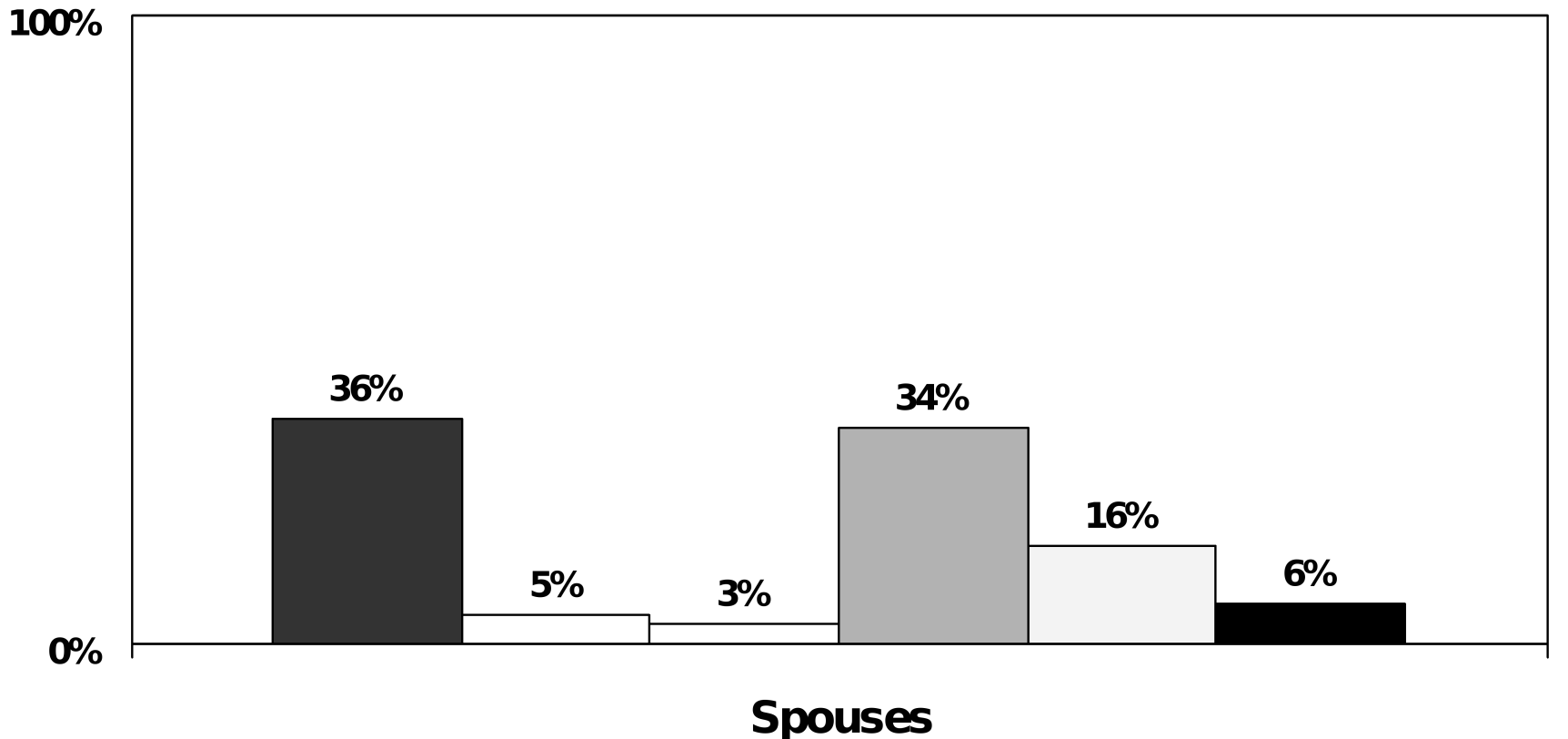
DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

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DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

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■ Did Not Use □ Much Less □ Somewhat Less ■ About the Same □ Somewhat More ■ Much More

CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	8%
Probably will not make military a career	3%
Undecided	14%
Probably will make military a career	18%
Definitely will make military a career	58%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	5%
Not Sure	17%
Yes	78%

NEXT STEPS

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□ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

□ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)